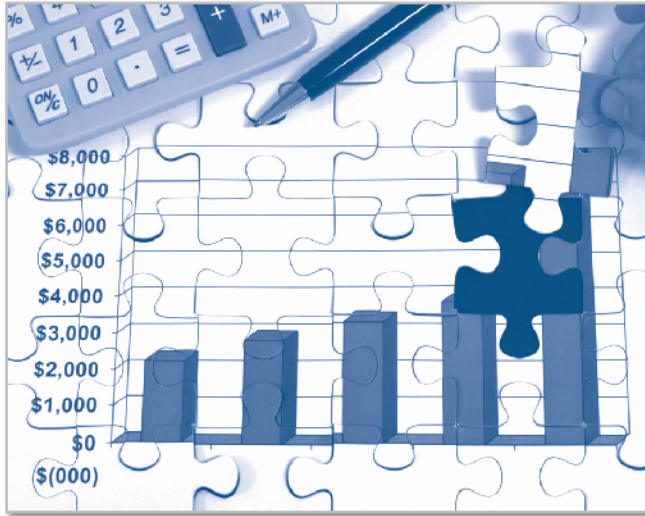


Reviewing Results

When *Profit Driver* finishes analyzing business and financial information, a Blackfish Management Consultant reviews and interprets these results. A visual presentation is then compiled that blends graphics, charts, and financial analysis for improved comprehension.

A meeting with a Blackfish Management Consultant is then arranged where the client works closely with the consultant to interpret the financial data, examine strategic priorities, and set business goals and objectives. All *Profit Driver* clients are provided with an easy-to-read summary report that examines each business' financial health and establish goals and priorities. This report is a valuable business tool for monitoring performance and examining ideas for business growth.



The Blackfish Guarantee

Blackfish Management Consultants are confident that the *Profit Driver* analysis and review will show you how to:

- Improve your business' bottom line and/or
- Save the cost of our fee in tax

Or there is no charge for the service.

Blackfish Management Consultants will also provide you with a full credit if you are dissatisfied with this service.

At Blackfish Management Consultants, we stand by this guarantee both professionally and ethically.



To invest in a **Profit Driver** analysis now, or to learn more, contact:



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101 - 22720 119th Avenue,
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Langley

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Burnaby

507 - 5050 Kingsway,
Burnaby, BC V5H 4C2
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BlackFish

Blackfish Management Consultants have extensive experience in managing both private and public companies.

Our goal is to help our clients grow healthy, successful businesses.



Diane Daignault, CMA
Maple Ridge

Peteruurman, CMA
Langley

Mark Kennedy, CMA
Burnaby

Robert Holmes, CMA
Burnaby

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Improve
Business Results
with
Profit Driver[®]



Blackfish Management Consultants are proud to offer clients access to the professional financial analysis tool, ***Profit Driver***¹.

The Profit Driver process highlights key factors and trends that support superior business practices and decision making.



Profit Driver uses the same financial analysis modeling software that major banks use when reviewing applications for business financing. *Profit Driver* applies over 200 key financial ratios, percentages, and industry standards to assess business health and development opportunities.

¹ Profit Driver is a registered trademark of CCH Canadian Limited

Financial Insights that Guide Decision Making

Blackfish Management Consultants know that the *Profit Driver* process provides business owners with better business and financial information to help with important decisions. *Profit Driver*'s financial tools translate complex financial data into easily understood reports that diagnose a business' financial picture. These financial reports support recommended solutions to potential tax problems, cash flow, and profit issues, while focusing on improved financial performance.

Business owners who invest in *Profit Driver* gain financial insight into how to:

- Decrease tax paid by implementing tax saving strategies;
- Improve cash flow and identify annual sales trends and anomalies;
- Increase bottom line profits by recognizing areas of overspending;
- Evaluate expansion opportunities prior to making large investments;
- Enter into finance negotiations with a clear picture of business health & profitability;
- Conduct goal setting analysis and assess potential financial and business outcomes prior to implementing action plans.



Profit Driver delves deeply into these financial areas, and more.

Partner with Blackfish Management Consultants to Examine Opportunities

The numbers, ratios, percentages, and statistics analyzed as part of the *Profit Driver* process will be of value to you. However, the true strength of *Profit Driver* lies in the work done with a Blackfish Management Consultant to:

- Compare actual versus budget results to re-align budgets;
- Diagnose business health and identify key business drivers, results and performance measures;
- Benchmark company results against industry standards for the purpose of assessing success using different measures;
- Conduct 'what if' scenarios to explore and examine business opportunities for feasibility and financial success;
- Assess goal seeking scenarios interactively to establish goals, outline steps, and evaluate, forecast and implement strategic business decisions.

Answer questions like:

- How feasible is opening a second store?
- What is the impact of increasing price if it reduces sales volume?
- What is the financial impact of launching a new product line? Best and worst case?
- How can profitability be improved?
- Where are the cost saving opportunities?
- How can business taxes be reduced?



CMA
MEMBER

CMA's do more than measure value—they create it.

As management accountants we understand the dynamics and challenges in business today.

As strategic planners we identify and evaluate strategies for tomorrow's business success.